

ABSTRACT

The present invention relates to an electronic advertising system. More specifically, the present invention provides a computer based psychographic matching system that is significantly more effective and convenient for the advertiser. In the present invention, when a person places a personal ad on the system, either via a telephone or via the Internet, the person creates a personal psychographic profile (a subjective makeup of preferences) of himself by selecting his preference for various items, such as musical pieces, environmental sounds, poetry selections, etc. At the conclusion of the profiling process, the system automatically finds other advertisers (whether they placed their ad via audiotext or the Internet) whose profiles match the new advertiser's profile. The system then gives the new advertiser information on how to contact all of the recorded matches.